UNITED STATES PATENT AND TRADEMARK OFFICE

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10/596,476	06/14/2006	Dong Hoi Kim	56587.23	7029

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EXAMINER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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PTOL-90A (Rev. 04/07)

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Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *19 September 2008*.
2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.
3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *21-24,30-33 and 35-37* is/are pending in the application.
    4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5)☐ Claim(s) _____ is/are allowed.
6)☒ Claim(s) *21-24,30-33 and 35-37* is/are rejected.
7)☐ Claim(s) _____ is/are objected to.
8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☒ The specification is objected to by the Examiner.
10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
    a)☐ All   b)☐ Some * c)☐ None of:
      1.☐ Certified copies of the priority documents have been received.
      2.☐ Certified copies of the priority documents have been received in Application No. _____.
      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3)☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.
4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.
5)☐ Notice of Informal Patent Application
6)☐ Other: _____.

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1.   A request for continued examination under 37 CFR 1.114, including the fee set forth in

37 CFR 1.17(e), was filed in this application after final rejection. Since this application is

eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e)

has been timely paid, the finality of the previous Office action has been withdrawn pursuant to

37 CFR 1.114.

The Action is responsive to Applicant's Request for Continued Examination (RCE) filed

on 9/19/2008.

Applicant's Amendment and arguments filed on 8/18/2008, in which claims 21, 30, 35

have amended, and claims 25-29, 34, 38 have cancelled, have been acknowledged.

Claims 21-24, 30-33, 35-37 are pending in this application.

Specification

2.   The specification is objected to as failing to provide proper antecedent basis for the

claimed subject matter. Correction of the following is required: "a computer readable record

medium" recited in claims 35-37.

See 37 CFR 1.75(d)(1) and MPEP § 608.01(o).

Claim Objections

3.   The following claims are objected to for lack of antecedent basis:

a.   "the received keyword", claim 21 (line 20), claim 30 (line 17), and claim 35 (line 17).

Claim 33 is objected to because of the following informalities:

the claim recites "the system of claim 30 (lines 1)"; however; claim 30 recites "a search service method".

Appropriate correction is required.

Examiner's Notes

4.   Amended claims 21-24 recite "a search service system comprising: at least one memory having program instructions and databases…"; it would appear to one ordinary skilled in the art that the claimed system includes both hardware and software components, see [0089] and Fig 2 & 3, to meet the statutory requirement of 35 USC 101.

Amended claims 30-32 recite components such as "category classification database", "keyword database" and "commutation network"; Examiner interprets that those components are hardware components because the claimed databases are part of a statutory system," search service system", and the specification discloses that the claimed communication network can be wireless or wired, see [0026-0027], [0087-0089], Fig 2 & 3. Hence, it is believed that claimed method recited in claims 30-32 meet the statutory requirements of 35 USC 101 because the claims positively recite the other statutory class to with it is tied.

Amended claims 35-37 recite "a computer readable record medium recording a program for implementing a search service method"; it would appear to one ordinary skilled in the art that the claimed "computer readable record medium " implies the readable record medium that is

physical and is statutory because it would exclude intangible material such as signal and carrier

wave. Hence, it is believed that claims 35-37 include both hardware and software components to

meet the statutory requirements of 35 USC 101.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the
subject matter which the applicant regards as his invention.

5.   Claims 21-24, 30-33, 35-37 are rejected under 35 U.S.C. 112, second paragraph, as being

indefinite for failing to particularly point out and distinctly claim the subject matter which

applicant regards as the invention.

With respect to claim 21 (line 9), claim 30 (lines 10-11), claim 35 (lines 11-12), "the

representative keyword" not clearly understood rendering the claims indefinite. It is unclear

whether "the representative keyword" associated with the "category classification database" is

the same as "the representative keyword" associated with the "keyword database".

In addition, ""the received keyword" recited in claim 21 (line 20), claim 30 (line 17), and

claim 35 (line 17) not clearly understood rendering the claims indefinite. It is unclear whether the

"the received keyword" is the same as the "keyword" included in the "search request".

Furthermore, "the predetermined keyword group" recited in claim 21 (lines 14-15) is not

clearly understood rendering the claim indefinite. It is unclear whether "the predetermined

keyword group" is referred to "the predetermined keyword group" associated with the "category

classification database" or the "the predetermined keyword group" associated with the "keyword

database", and whether they are the same or not.

Any claim not specifically addressed above is being rejected as incorporating the

deficiencies of a claim upon which it depends.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in
> section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are
> such that the subject matter as a whole would have been obvious at the time the invention was made to a person
> having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the
> manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the

claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various

claims was commonly owned at the time any inventions covered therein were made absent any

evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out

the inventor and invention dates of each claim that was not commonly owned at the time a later

invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c)

and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

6.   Claims 21-38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Monteverde

(Pub US 2003/0088553 A1), in view of Yoo et al (Patent No. 7,146,416 B1), hereinafter Yoo,

and further in view of Rajaraman et al. (Patent US 6,366,910), hereinafter Rajaraman.

Monteverde and Yoo are cited by the Examiner in the previous office action.

With respect to claim 21, Monteverde discloses a search service system *(provide relevant search results method, and the method is implemented by a system, [0012])* comprising:

at least one memory having program instructions and databases *(at least one database, [0019], lines 1-2)*, the databases including:

a category classification database including at least one classification record *(category database includes predetermined categories, [0019], lines 2-3)*, the classification record including a representative category associated with a predetermined keyword group *(predetermined categories are associated with search terms, [0019], lines 6-9)*, the predetermined keyword group including a representative keyword and other keywords associated with the representative keyword*(search terms include definitional relevancy and/or linguistic usages, which corresponds to keyword association,[0032], lines 1-3)*;

a keyword database including a predetermined keyword group and *(search term database includes associated terms, and the search term database corresponds to the keyword database, [0032], lines 1-3);*

means for receiving a selection of a representative category associated with a predetermined keyword group from a manager *(received category selection from the service provider, and the provider corresponds the manager, [0036], lines 9-10)*;

means for updating the received representative category associated with the predetermined keyword group in the classification record by *(update the category, [0036], lines 10-16);*

means for receiving a search request from a user through a communication network, the search request including a keyword *(receive initial search term from the user, the initial search term is interpreted as the search request that include keyword, [0033], lines 5-7)*;

means for searching the category classification database for a representative category associated with a first keyword group *(find the popular category associated with the term, and the popular category corresponds to the representative category, [0033], lines 6-9)*, the first keyword group including the received keyword *(the terms include the initial term, [0032], lines 9-13)*, the means for searching the category classification database determining at least one keyword group associated with the searched representative category *(search category for matching terms, [0020], [0033], lines 9-13)*;

means for searching the keyword database for the at least one keyword group associated with the searched representative category and *(search term database for associated terms, [0019], lines 6-9, [0033], lines 9-13)*, the at least one keyword group including the first keyword group *([0033], lines 9-11)*;

means for providing the user with information showing popularity of the keyword included in the search request based, at least in part *(provide the most popular information to the user, [0030], lines 25-29)*.

Monteverde does not explicitly disclose

data indicative of a number of searches made using a representative keyword or other keywords associated with the representative keyword, the representative keyword representing the other keywords associated with the representative keyword, which convey a same or similar meaning;

associating the received representative category with a different predetermined keyword group;

data indicative of a number of searches made using a representative keyword or other keywords associated with each keyword group of the at least one keyword group;

upon the data indicative of the number of searches made using the representative keyword or other keywords associated with the first keyword group; and

means for updating the data indicative of the number of searches made using the representative keyword or other keywords associated with the first keyword group in response to the search request from by the user.

However, Yoo discloses

data indicative of a number of searches made using a representative keyword or other keywords associated with the representative keyword *(term count is logged, and the count corresponds the data indicative of number of search using the term, Col. 6, lines 23-24, Col. 7, lines 65-67)*;

data indicative of a number of searches made using a representative keyword or other keywords associated with each keyword group of the at least one keyword group *(count data for the term is logged, and the count corresponds the data indicative of number of search using the term, Col. 8, lines 10-13)*;

upon the data indicative of the number of searches made using the representative keyword or other keywords associated with the first keyword *(determine popularity based on the statistical measurement of the terms, and statistical measurement corresponds to the data indicative number of searches made, Col. 5, lines 1-5, Col. 13, lines 40-42)*;

means for updating the data indicative of the number of searches made using the representative keyword or other keywords associated with the first keyword group in response to the search request from by the user *(accumulating term counts, accumulating corresponds to updating, and count corresponds to the data indicative number of searches made, Col. 8, lines 10-11).*

It would have been obvious to one ordinary skill in the art at the time of the invention to modify and incorporate the term count techniques of Yoo in the system implemented by the search service method of Monteverde in order to provide more sophisticated and informative regarding popular trends *(Yoo, Col. 4, lines 20-24).*

Neither Monteverde nor Yoo explicitly discloses

the representative keyword representing the other keywords associated with the representative keyword, which convey a same or similar meaning;

by associating the received representative category with a different predetermined keyword group.

However, Rajaraman discloses

the representative keyword representing the other keywords associated with the representative keyword, which convey a same or similar meaning *(other keywords associated with the representative keyword based on synonyms; women's shirts and blouse have the similar meaning, Col. 7, lines 22-26, Fig 3)* ;

associating the received representative category with a different predetermined keyword group *(associate the category with the term file that lists various of words that are synonymous; the term file corresponds to the different predetermined keyword group, Col. 7, lines 22-24).*

Because Monteverde, Yoo and Rajaraman are from the same field of endeavor, it would

have been obvious to one ordinary skill in the art at the time of the invention to modify and

incorporate the category and terms association techniques of Rajaraman in the system

implemented by the search service method of Monteverde and Yoo in order to allow user to

search for items that best match a search criteria *(Rajaraman, Col. 2, lines 59-60).*

With respect to claim 30, Monteverde discloses a search service method *(provide*

relevant search results method, [0012]) comprising the steps of:

maintaining at least one classification record in a category classification database

(category database includes predetermined categories, [0019], lines 2-3), wherein the

classification record comprises a representative category associated with a predetermined

keyword group *(predetermined categories are associated with search terms, [0019], lines 6-9)*,

the predetermined keyword group including a representative keyword and other keywords

associated with the representative keyword *(search terms include definitional relevancy and/or*

linguistic usages, which corresponds to keyword association,[0032], lines 1-3);

maintaining at least one predetermined keyword group in a keyword database *(search*

term database includes associated terms, and the search term database corresponds to the

keyword database, [0032], lines 1-3);

receiving a search request from a user through a communication network, the search

request including a keyword *(receives initial search term from the user, the initial search term is*

interpreted as the search request that include keyword, [0033], and lines 5-7);

searching the category classification database for a representative category associated with a first keyword group *(find the popular category associated with the term, and the popular category corresponds to the representative category, [0033],lines 6-9)*, the first keyword group including the received keyword *(the terms include the initial term, [0032], lines 9-13)*;

searching the keyword database for at least one keyword group associated with the searched representative category and *(search term database for associated terms, [0019], lines 6-9, [0033], lines 9-13)*, the at least one keyword group including the first keyword group *([0033], lines 9-11)*;

providing the user with information showing popularity of the keyword included in the search request based, at least in part *(provide the most popular information to the user, [0030], lines 25-29)*.

Monteverde does not explicitly disclose

upon receipt of instructions from a manager, associating a first representative category with a different representative keyword in a different predetermined keyword group;

the representative keyword representing the other keywords associated with the representative keyword, which convey a same or similar meaning;

data indicative of a number of searches made using a representative keyword or other keywords associated with the representative keyword,

data indicative of a number of searches made using a representative keyword or other keywords associated with each keyword group of the at least one keyword group,

upon the data indicative of the number of searches made using the representative keyword or other keywords associated with the first keyword group; and

updating the data indicative of the number of searches made using the representative

keyword or other keywords associated with the first keyword group in response to the search

request from the user.

However, Yoo discloses

data indicative of a number of searches made using a representative keyword or other

keywords associated with the representative keyword *(term count is logged, and the count*

corresponds the data indicative of number of search using the term, Col. 6, lines 23-24, Col. 7,

lines 65-67);

data indicative of a number of searches made using a representative keyword or other

keywords associated with each keyword group of the at least one keyword group *(count data for*

the term is logged, and the count corresponds the data indicative of number of search using the

term, Col. 8, lines 10-13);

upon the data indicative of the number of searches made using the representative

keyword or other keywords associated with the first keyword group *(determine popularity based*

on the statistical measurement of the terms, and statistical measurement corresponds to the data

indicative number of searches made, Col. 5, lines 1-5, Col. 13, lines 40-42);; and

updating the data indicative of the number of searches made using the representative

keyword or other keywords associated with the first keyword group in response to the search

request from the user *(accumulating term counts, accumulating corresponds to updating, and*

count corresponds to the data indicative number of searches made, Col. 8, lines 10-11).

It would have been obvious to one ordinary skill in the art at the time of the invention to

modify and incorporate the term count techniques of Yoo in the search service method of

Monteverde in order to provide more sophisticated and informative regarding popular trends

(Yoo, Col. 4, lines 20-24).

Neither Monteverde nor Yoo explicitly discloses

upon receipt of instructions from a manager, associating a first representative category

with a different representative keyword in a different predetermined keyword group;

the representative keyword representing the other keywords associated with the

representative keyword, which convey a same or similar meaning.

However, Rajaraman discloses

upon receipt of instructions from a manager, associating a first representative category

with a different representative keyword in a different predetermined keyword group *(associate*

the category with the term file that lists various of words that are synonymous; the term file

corresponds to the different predetermined keyword group, and it is obvious that it can done by a

manager such as a system for general purpose search, Col. 7, lines 22-24, Fig 1 2 & 7);

the representative keyword representing the other keywords associated with the

representative keyword, which convey a same or similar meaning *(other keywords associated*

with the representative keyword based on synonyms; women's shirts and blouse have the similar

meaning, Col. 7, lines 22-26, Fig 3).

Because Monteverde, Yoo and Rajaraman are from the same field of endeavor, it would

have been obvious to one ordinary skill in the art at the time of the invention to modify and

incorporate the category and terms association techniques of Rajaraman in the search service

method of Monteverde and Yoo in order to allow user to search for items that best match a

search criteria *(Rajaraman, Col. 2, lines 59-60).*

With respect to claim 35, Monteverde discloses a computer readable record medium recording a program for implementing a search service method *(provide relevant search results method, [0012])* comprising the steps of:

maintaining at least one classification record in a category classification database *(category database includes predetermined categories, [0019], lines 2-3)*, wherein the classification record comprises a representative category associated with a predetermined keyword group *(predetermined categories are associated with search terms, [0019], lines 6-9)*, the predetermined keyword group including a representative keyword and other keywords associated the representative keyword *(search terms include definitional relevancy and/or linguistic usages, which corresponds to keyword association,[0032], lines 1-3)*;

maintaining at least one predetermined keyword group in a keyword database *(search term database includes associated terms, and the search term database corresponds to the keyword database, [0032], lines 1-3)*;

receiving a search request from a user through a communication network, the search request including a keyword *(receives initial search term from the user, the initial search term is interpreted as the search request that include keyword, [0033], lines 5-7)*;

searching the category classification database for a representative category associated with a first keyword group *(find the popular category associated with the term, and the popular category corresponds to the representative category, [0033],lines 6-9)*, the first keyword group including the received keyword *(the terms include the initial term, [0032], lines 9-13)*;

searching the keyword database for at least one keyword group associated with the

searched representative category and *(search term database for associated terms, [0019], lines*

6-9, [0033], lines 9-13), the at least one keyword group including the first keyword group

([0033], lines 9-11), the at least one keyword group including the first keyword group *([0033],*

lines 9-11);

providing the user with information showing popularity of the keyword included in the

search request based, at least in part *(provide the most popular information to the user, [0030],*

lines 25-29).

Monteverde does not explicitly disclose

upon receipt of instructions from a manager, associating a first representative category

with a different representative keyword in a different predetermined keyword group;

data indicative of a number of searches made using a representative keyword or other

keywords associated with the representative keyword,

the representative keyword representing the other keywords associated with the

representative keyword, which convey a same or similar meaning;

data indicative of a number of searches made using a representative keyword or other

keywords associated with each keyword group of the at least one keyword group,

upon the data indicative of the number of searches made using the representative

keyword or other keywords associated with the first keyword group; and

updating the data indicative of the number of searches made using the representative

keyword or other keywords associated with the first keyword group in response to the search

request from the user.

However, Yoo discloses

data indicative of a number of searches made using a representative keyword or other

keywords associated with the representative keyword *(term count is logged, and the count*

corresponds the data indicative of number of search using the term, Col. 6, lines 23-24, Col. 7,

lines 65-67);

data indicative of a number of searches made using a representative keyword or other

keywords associated with each keyword group of the at least one keyword group *(count data for*

the term is logged, and the count corresponds the data indicative of number of search using the

term, Col. 8, lines 10-13);

upon the data indicative of the number of searches made using the representative

keyword or other keywords associated with the first keyword group *(determine popularity based*

on the statistical measurement of the terms, and statistical measurement corresponds to the data

indicative number of searches made, Col. 5, lines 1-5, Col. 13, lines 40-42); and

updating the data indicative of the number of searches made using the representative

keyword or other keywords associated with the first keyword group in response to the search

request from the user *(accumulating term counts, accumulating corresponds to updating, and*

count corresponds to the data indicative number of searches made, Col. 8, lines 10-11).

It would have been obvious to one ordinary skill in the art at the time of the invention to

modify and incorporate the term count techniques of Yoo in the search service method of

Monteverde in order to provide more sophisticated and informative regarding popular trends

(Yoo, Col. 4, lines 20-24).

Neither Monteverde nor Yoo explicitly discloses

upon receipt of instructions from a manager, associating a first representative category

with a different representative keyword in a different predetermined keyword group *(associate*

the category with the term file that lists various of words that are synonymous; the term file

corresponds to the different predetermined keyword group, and it is obvious that it can done by a

manager such as a system for general purpose search, Col. 7, lines 22-24, Fig 1 2 & 7);

the representative keyword representing the other keywords associated with the

representative keyword, which convey a same or similar meaning *(other keywords associated*

with the representative keyword based on synonyms; women's shirts and blouse have the similar

meaning, Col. 7, lines 22-26, Fig 3).

Because Monteverde, Yoo and Rajaraman are from the same field of endeavor, it would

have been obvious to one ordinary skill in the art at the time of the invention to modify and

incorporate the category and terms association techniques of Rajaraman in the search service

method of Monteverde and Yoo in order to allow user to search for items that best match a

search criteria *(Rajaraman, Col. 2, lines 59-60).*

With respect to claims 22, 31 and 36, Monteverde does not explicitly disclose

wherein the information showing popularity of the searched keyword shows popularity

ranks of the at least one keyword group associated with the searched representative category.

However, Yoo discloses wherein the information showing popularity of the searched

keyword shows popularity ranks of the at least one keyword group associated with the searched

representative category *(buzz report with scores information shows the popularity ranks of terms*

associated with the category, Col. 15, lines 7-19, Fig 9-13).

It would have been obvious to one ordinary skill in the art at the time of the invention to modify and incorporate the term count ranking techniques of Yoo in the search service method of Monteverde in order to provide more sophisticated and informative regarding popular trends *(Yoo, Col. 4, lines 20-24).*

With respect to claims 23, 32, and 37, Monteverde discloses

wherein the information showing popularity of the searched keyword shows a portion of the at least one keyword group associated with the searched representative category based upon the popularity of the at least one keyword group associated with the searched representative category *(shows the most popular internet sites information associated with the category and searched request, [0036], lines 15-37, Fig 6).*

With respect to claims 24, and 33, Monteverde does not explicitly disclose

wherein the information showing popularity of the searched keyword shows changes in the popularity of the searched keyword in association with the other keywords of the at least one keyword group associated with the searched representative category.

However, Yoo discloses wherein the information showing popularity of the searched keyword shows changes in the popularity of the searched keyword in association with the other keywords of the at least one keyword group associated with the searched representative category *(popularity information shows the changes in the popularity of searched terms, Fig 9-13).*

It would have been obvious to one ordinary skill in the art at the time of the invention to modify and incorporate the term count techniques of Yoo in the search service method of Monteverde in order to provide more sophisticated and informative regarding popular trends *(Yoo, Col. 4, lines 20-24).*

Response to Arguments

7.   Applicant's arguments filed on 8/18/2008, with respect to **amended** claims 21, 30, 35, **cancelled** claimed 25-29 have been fully considered, and are moot in view of the new ground(s) of rejection.

Applicant argued that "neither Yoo et al. nor Monteverde teaches or suggests re-associating a search term with a different topic or search category according to the change of hot topics" in pages 13-15 of the Remarks. However, the features of "re-associating a search term with a different topic or search category **according to the change of hot topics**" are not recited in the claims. Also, the newly cited reference, Rajaraman discloses, synonymously associating terms with different categories in Col. 7, lines 22-24; one ordinary skill in the art to would interpret that the search terms can be re-associated based on Rajaraman disclosure. In addition, Yoo discloses monitoring trends based on user activities in Co. 4, lines 30-37; and trend can be interpreted as associating with hot topics. Hence, Because Monteverde, Yoo and Rajaraman are from the same field of endeavor, it would have been obvious to one ordinary skill in the art at the time of the invention to modify and incorporate the category and terms association techniques of

Rajaraman in the search service method of Monteverde and Yoo in order to allow user to search

for items that best match a search criteria *(Rajaraman, Col. 2, lines 59-60)*.

Conclusion

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to MICHELLE OWYANG whose telephone number is (571)270-

1254. The examiner can normally be reached on Monday-Friday (Alternate Fridays Off): 8am-

5pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, TIM VO can be reached on 571-272-3642. The fax phone number for the

organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent

Application Information Retrieval (PAIR) system. Status information for published applications

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applications is available through Private PAIR only. For more information about the PAIR

system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would

like assistance from a USPTO Customer Service Representative or access to the automated

information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Tim T. Vo/　　　　　　　　　　　　　　　　　　　/Kuen S Lu/
Supervisory Patent Examiner, Art Unit 2168　　　　Primary Examiner, Art Unit 2169

/M. O./
Examiner, Art Unit 2168